



COBRA GOLF LAUNCHES KING COBRA HS9 DRIVER AND FAIRWAY LINES

Multiple Performance Technologies Speed Tuned by Model For the Ultimate in Distance, Accuracy and Forgiveness

Carlsbad, CA (June 8, 2006) - Cobra Golf, which has earned a reputation for making golf's hottest, most forgiving drivers and fairway metals, introduces its hottest drivers and fairway metals ever, the HS9 Series.

The 460cc HS9 drivers combine multiple performance-enhancing technologies - golf's largest Face Area, Carbon Composite Crown and Sole integration, and a Triple Weighting System - to produce our fastest drivers to date. The HS9 models are also Speed Tuned to optimize every player's unique ball speed to further optimize distance, accuracy and forgiveness.

"With the success of our King Cobra Speed Series driver line, we've proven that design technology and fitting that promotes higher ball speed is the key to greater distance and accuracy," said Jeff Harmet, President, Cobra Golf. "The HS9 family utilizes Carbon Composite Integration to increase the MOI and to push the CG lower and further back for greater forgiveness, accuracy, higher launch and carry distance. It truly integrates the very best of our leading clubhead technologies."

King Cobra HS9 drivers are available in three primary models - X, F and M - each of which are Speed Tuned.

All King Cobra HS9 drivers and fairway metals conform to the USGA and R&A Rules of Golf. They begin shipping to golf shops immediately with a suggested retail price of \$480 and \$285 respectively.

KING COBRA HS9 TECHNOLOGY

- **Largest 460cc Face Area:** The largest driver face, combined with a patented milled rhombus face geometry, generates an even hotter 9 Points clubface. This is achieved via greater flex across the face for superior distance and accuracy.
- **High Modulus Carbon Integration:** Carbon Composite Integration in the driver clubhead's crown and sole shifts weight lower and further back. This creates higher MOI and launch for deeper, straighter drives from every point across the face.
- **Triple Weighting System (TWS):** The Triple Weighting System also lowers the CG and increases the MOI for longer, more accurate drives.

EXCLUSIVE HS9 SPEED TUNING

HS9 drivers and Fairway Metals are Speed Tuned to each individual golfer, using custom heads, shafts and grips to maximize distance and accuracy.

- **HS9 Speed Tuned Custom Heads:** The HS9 X, F and M driver heads are specifically designed for distinct player types and their specific ball speeds. HS9 Fairway Metals are designed primarily for players with F/M ball speeds.
- **HS9 Speed Tuned Custom Graphite Shafts:** Customized, Graphite Design YS shafts are tuned to each individual model to optimize the performance of every King Cobra HS9 model, resulting in greater accuracy and distance.
- **HS9 Speed Tuned Custom Grips:** New Lamkin Tour Torsion grips feature a dual density compound to reduce twisting for greater accuracy. The durometer of each grip is specifically tuned to provide the perfect feel and performance for each HS9 model/player type.

King Cobra HS9 Drivers and Fairway Metals are tailored to specific player ball speeds. Players can determine the optimal driver for their game by identifying their ball speed, swing speed and/or average driving distance.

Marketing support: The HS9 Series will be supported by Demo Days, Tech Van appearances and in-shop displays, as well as print and internet advertising campaigns.

For more information about the King Cobra HS9 Drivers and Fairway Metals or any other Cobra Golf products, visit us online at www.cobragolf.com, contact Cobra Customer Service (800-555-9282) or Todd Colburn, Director of Cobra Marketing (760-930-2160).

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